



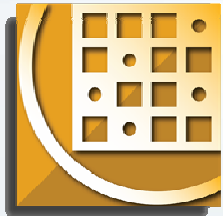
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December 13, 2007

# The Ultimate Visual Experience™

## AMD and Discrete Graphics



Energy-Efficient Processing



Ultimate Visual Experience



Affordable Internet Access

Process technology leadership



Shift in Notebook and desktop PC mix

HD everywhere



Mainstream 3D

New form factors



Emerging market opportunities and Convergence - x86

# AMD Graphics Proposition



Desktop

## **High Definition Gaming and Video**

Scalable performance that delivers immersive gaming and rich multimedia



Notebook

## **Power Efficient Processing**

Superior performance-per-watt for HD entertainment on the go



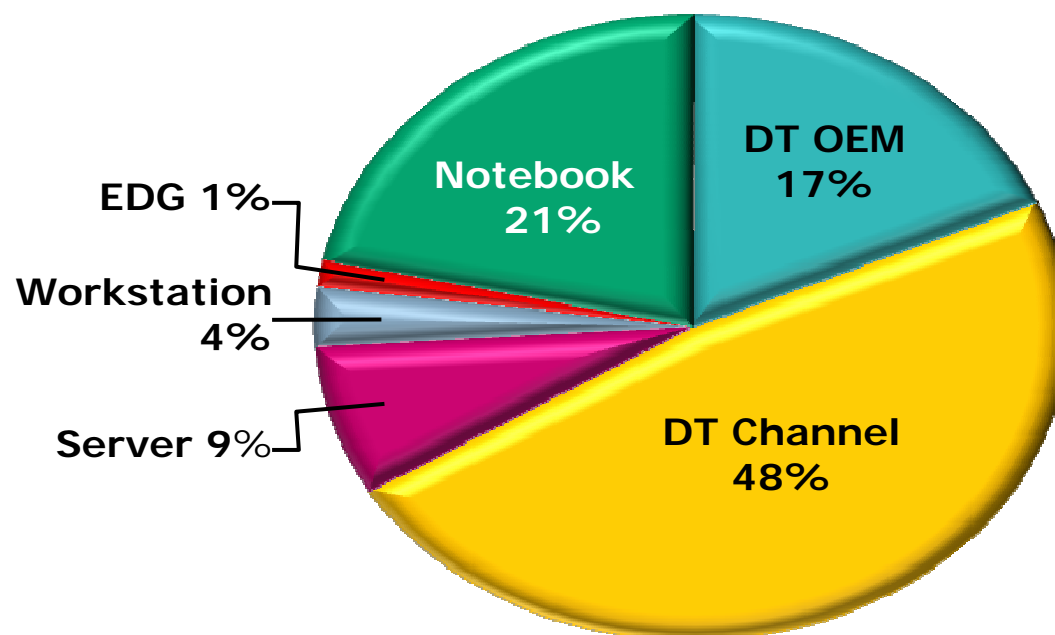
Integrated

## **Cost-effective Performance**

No compromise entry-level visual experience with maximum stability and compatibility

# Discrete Graphics Addressable Market

GPU 2007 Market Size  
Total Units >110M



Source - Mercury Research Q4 2007 Market Share Report

**Game Consoles represent an additional 40M units  
per year opportunity**



# AMD Graphics Segmentation

**Broad product family spans entry level to enthusiast class**

## Mainstream

Low power

HD Multimedia  
features

Sub-\$150 MSRP



## Performance

Multi-GPU

Performance-per-  
watt

\$150-\$300 MSRP

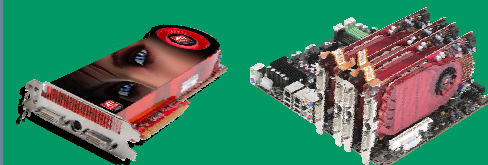


## Enthusiast

Tri and quad GPU

Performance  
leadership

\$300 > MSRP



ATI RV620 and  
RV635

+

ATI Radeon™ HD  
3850 and 3870

+

ATI R680

# The Ultimate Visual Experience™

## 2H07 Market Momentum

- ATI Radeon™ HD 2000 Series
  - OEM designs with Acer, Apple, Dell, Fujitsu-Siemens, HP and Lenovo
- ATI Mobility Radeon™ HD 2000 Series
  - OEM designs with Asus, Fujitsu-Siemens, Gateway HP and Toshiba
- ATI FireGL™
  - HP Desktop and mobile



# ATI Radeon™ HD 3800 Series

## Price/Performance Leadership

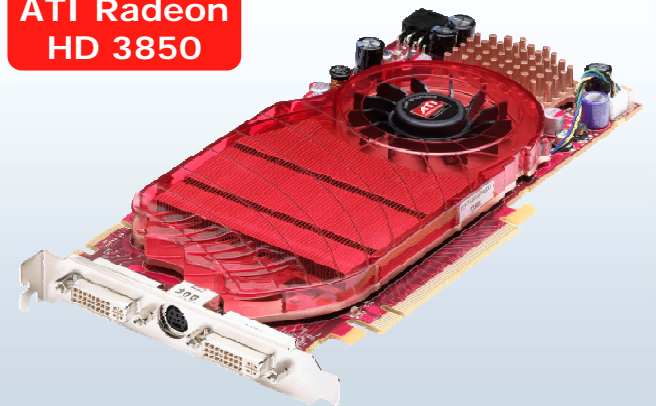


- **A trio industry firsts**
  - 55nm, DirectX® 10.1 and tri and quad multi-GPU support
- **Industry leading performance-per-watt**
  - 2X over the previous generation
- **Sets new standard for \$200 MSRP price point**
  - Flawless 55nm ramp and execution a key enabler
- **Tremendous channel success**
  - Strong reception from retail, e-tail and SI community
  - Fills a critical gap in the market for the holiday season

ATI Radeon  
HD 3870



ATI Radeon  
HD 3850



*"Both the HD 3850 and HD 3870 represent the best gaming experience at their suggested retail prices" —Kyle Bennett, HardOCP (Nov. 07)*

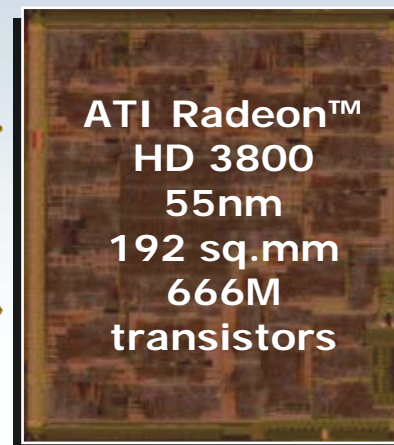
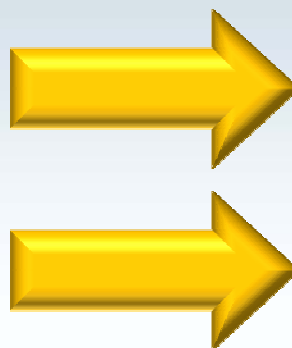
**2007**  
Financial  
Analyst Day

# Real Time HD Rendering Demo

*AMD and Otoy*

# 2007 Financial Analyst Day

# The 55nm Advantage



## **Smaller Die Size with over 2x the transistor density\***

- Flawless transition with TSMC 55nm process
  - Ramped on first silicon
  - ½ the power with full performance
- Continued leadership
  - First to 130nm low-k, 110nm, 90nm, 80nm, 65nm and now 55nm

# Top to Bottom 55nm Leadership

## ATI R680

- Enthusiast performance leadership
- Dual GPU single board design
- ATI CrossFireX™ support

## ATI RV620 and RV635

- DirectX 10.1, PCI Express 2.0, 2<sup>nd</sup> Generation UVD
- Price/performance for the entry level and mainstream
- Planned for January 2008





# 2008 Market Opportunities

## Architectural leadership and platform longevity for visual HD computing

### DirectX 10.1 and HD Video

Increased visual realism

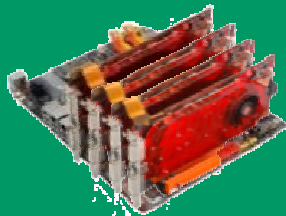
Immersive gaming



### CrossFire™

Scalable performance

Entry level to enthusiast class



### Stream

GPU compute

HPC & Consumer



### Notebook

Rapid growth

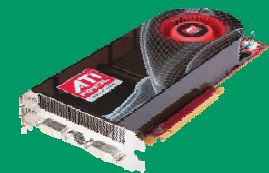
Performance -per-watt leadership



### Workstation

Performance leadership

Increased customer penetration





# Platform Performance Leadership

## Enhanced Multi-GPU Support

### Enthusiast - CrossFireX

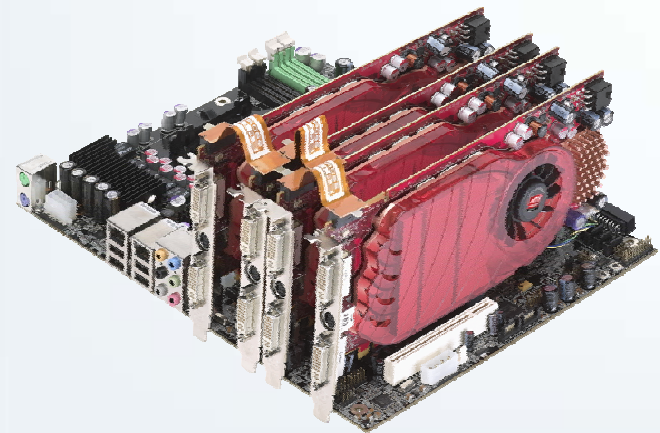
- Tri- and quad-GPU support
- Planned for Q108

### Mainstream - Hybrid Graphics

- CrossFire™ for integrated graphics and mainstream discrete
- Increase attach rates in notebook and desktop
- Planned 1H08 availability

### Top to bottom multi-GPU Leadership

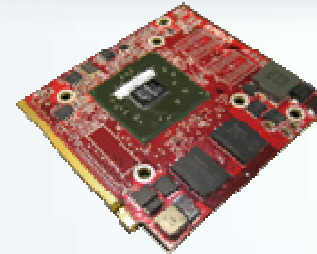
- Increase overall addressable market for discrete graphics



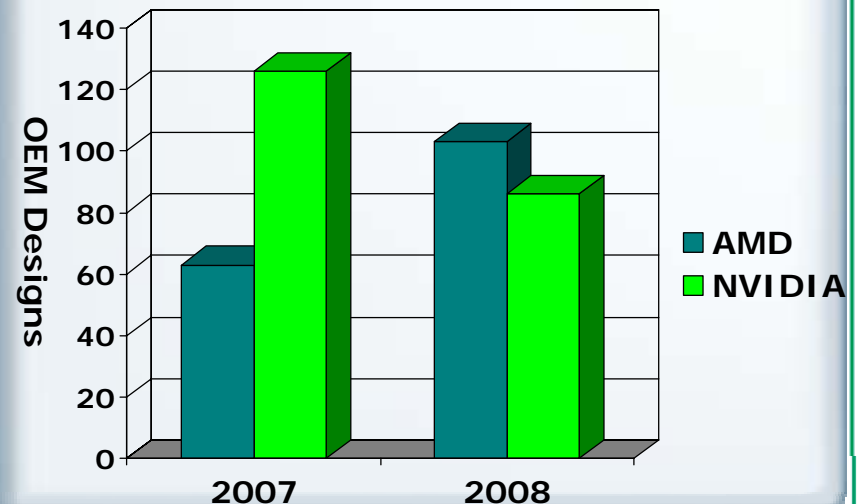
# Notebook Discrete Leadership

## The Choice of OEMs for 2008

- M8X family of GPUs
  - 55nm process technology for maximum energy efficiency
  - Native DisplayPort connectivity
  - DirectX 10.1, PCIe 2.0, PowerPlay 7.0
- Nailed platform transitions
  - Discrete GPU of choice for AMD “Puma” and third party mobile platforms
- Technology Innovation
  - Hybrid graphics for discrete and integrated CrossFire™ performance
  - PowerXpress™ and PowerPlay™ for optimal balance of performance and battery life
  - CrossFire™ for enthusiast notebook gaming



Notebook Discrete OEM Designs\*



# DirectX 10.1 and HD Video

## Continued Technology Leadership

- DirectX 10.1
  - Improved lighting and anti-aliasing
  - Better programmability for developers
  - Planned for Windows Vista® SP1
  - ATI Radeon™ HD 3800 series first and only product family to support DirectX 10.1
- HD-DVD and Blu-Ray
  - 2<sup>nd</sup> generation Unified Video Decoder (UVD)
  - Enhanced platform efficiency for HD-DVD and Blu-Ray playback
- Display
  - First to offer native DisplayPort connectivity\*
  - Onboard HDMI with HDCP



\*Native DisplayPort support made available in select ATI RV620 and RV635 GPUs

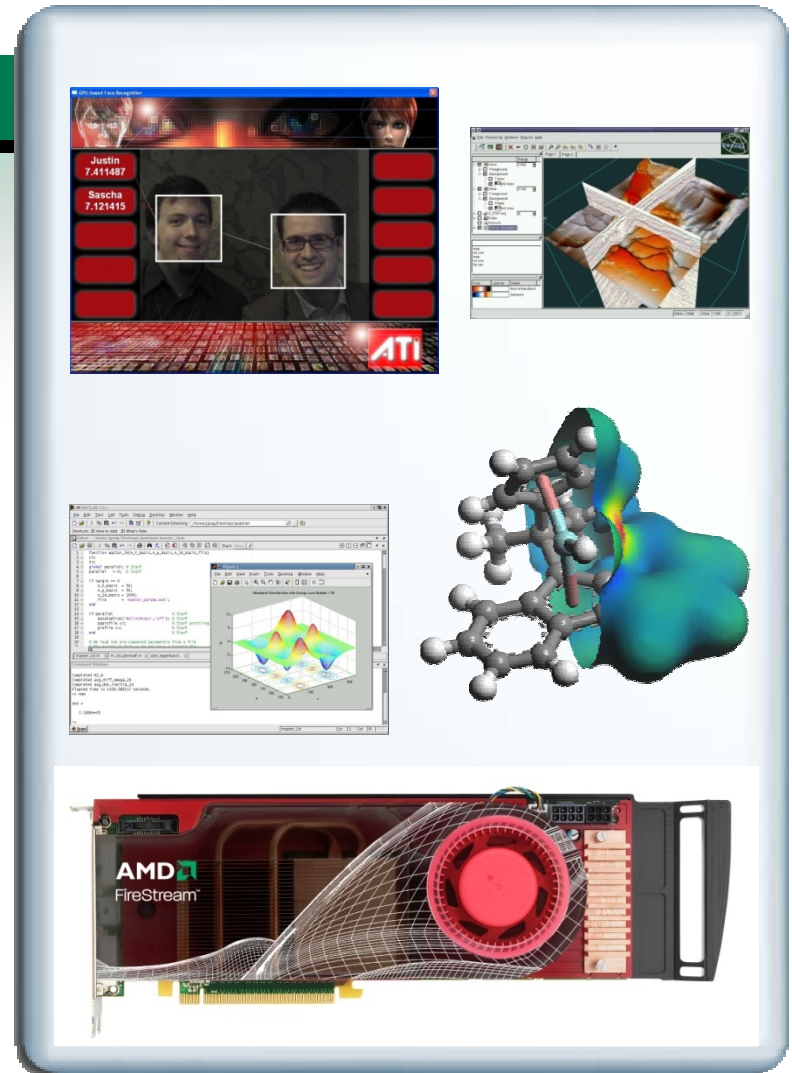
# Stream Computing

## General Purpose GPU Compute

- AMD FireStream™ 9170
  - Double precision floating point
  - Up to 500 Gigafllops single precision performance
  - 55nm process technology
  - 320 stream cores
- AMD FireStream™ SDK
  - Low level access to GPU architecture
  - Industry standard programming languages

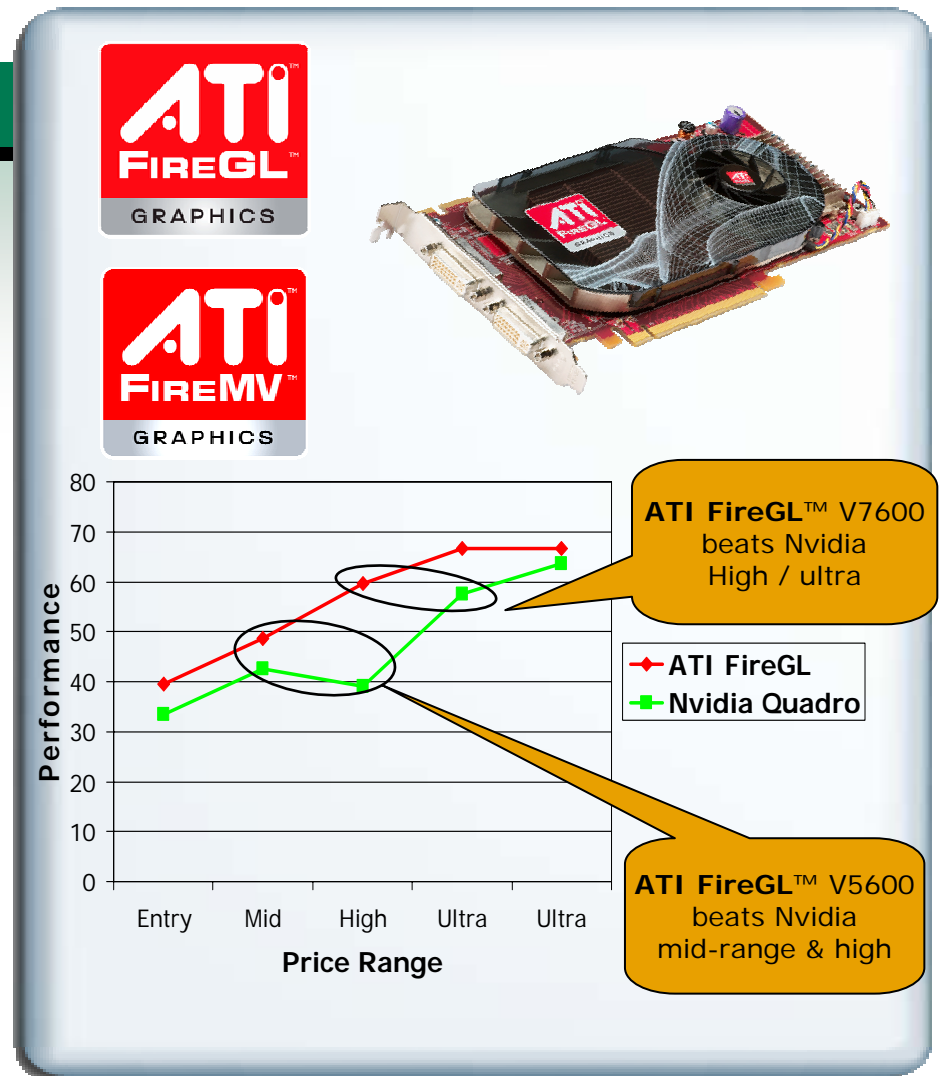
## Customer & Ecosystem

- HP HPC Accelerator program
- Oil & Gas, Risk Analysis customer engagements underway



## Architectural Leadership

- ATI FireGL™ Advantage
  - Up to 320 Stream Processors
  - Two dual link DVI outputs on entry level
  - 10-bit display pipeline
  - Auto-detect configuration
  - 2GB memory configurations
  - Price-performance leadership with next-generation Open GL® software package
- Increased customer penetration
  - HP desktop and mobile with additional tier 1 OEMs in 2008
  - Significant penetration in financial vertical with additional penetration in medical



**2007**  
Financial  
Analyst Day

# AMD Platform Advantage

# GPU Platform Differentiation

## Desktop

- Scalable platform performance and upgradeability
- GPU accelerated HD multimedia

## Notebook

- Platform intelligence for maximum power efficiency
- Scalable platform performance

## Fusion

- Silicon-level CPU/GPU integration for best-of-breed integrated processing
- Rich multimedia features and performance



# In Summary: 2008 Opportunities

## **Well-positioned for leadership in discrete graphics**

- Performance leadership on the desktop
  - Single and multi-GPU
- Customer leadership in notebook
  - Capitalize on platform transitions

## **Increased penetration in commercial market**

- FireGL™ well positioned to grow workstation market share
  - Performance and architectural leadership
- Stream Computing customer engagements underway

## **Continued platform innovation**

- Graphics technology continue to differentiate AMD platforms



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Because our actual results may differ materially from our plans and expectations today, we encourage you to review our filings with the Securities and Exchange Commission, including but not limited to the Quarterly Report on Form 10-Q for the quarter ended September 29, 2007.

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